

**ERIK Network –
Workshop of the TWG
“Services and support to
start-ups and spin offs”**

**Wiener Neustadt (Lower Austria)
December 4th, 2003**

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(Amt der Niederösterreichischen Landesregierung / IDEUM)**

Agenda

- Introduction and overview by Irma Priedl
- Regional measures to support start-ups and spin-offs
 - Lower Austria: An overview over the Regional Innovation Strategy and single stimulation measures to support start-ups and spin-offs by Irma Priedl
 - Tuscany: Technological Pole acting as Incubator in Central Tuscany
 - Region Västra Götaland: measures to create more technology and knowledge based start-ups in global competition by Christer Enerskog
- The TWG "Services and support to start-ups and spin offs" – objectives and expectations
- The STRINNOP Approach
- Development of the TWG work program and single activities

Presentations on regional measures and policy with respect to start-ups and spin-offs (1)

The presentation should last 10 to 15 minutes and tackle topics like

- Regional Start-up and spin-off activities and accompanying measure like seed capital
- Experience with these measures: success factors and problems
- Monitoring and evaluation activities: measures, indicators
- Placement of the Regional Start-up and spin-off activities in the regional innovation system (as far as a regional innovation system exists or on the way to a regional innovation system)

Presentations on regional measures and policy with respect to start-ups and spin-offs (2)

- Lower Austria: An overview over the Regional Innovation Strategy and single stimulation measures to support start-ups and spin-offs by Irma Priedl
- Tuscany: Technological Pole acting as Incubator in Central Tuscany
- Region Västra Götaland: measures to create more technology and knowledge based start-ups in global competition by Christer Enerskog

The framework for the TWG

“Services and support to start-ups and spin offs”

- Identification of appropriate indicators and the explanation of a general schema that could be shared with all TWGs by Elisabetta Toschi
- General Objectives of the TWG
 - “Shared vision of the members” (Mr. Berg, EC, March 2003)
 - Use of the RINNO Database
 - Benchmark of the regional measures “Services and support to start-ups and spin offs”
(accord. Massimo Bressan & Umberto Pascucci)
 1. understand the own process (indicators, process)
 2. analyse the process of others
 3. compare own performance to others
 4. implement the necessary steps

Expectations from the TWG

“Services and support to start-ups and spin offs”

Objectives

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Activities

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Support by the ERIK management and the TWG coordinator

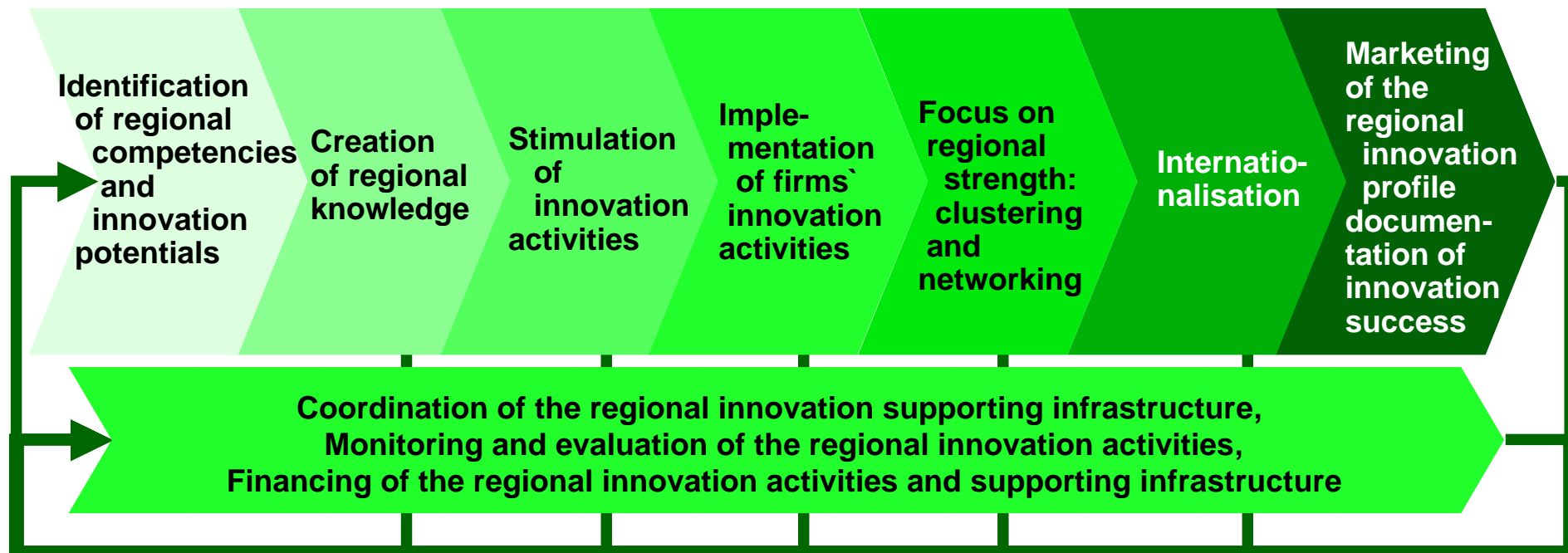
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Introduction of a possible approach for our TWG – The STRINNOP approach and STRINNOP tool set

- **STRINNOP step-by step approach**
- **The STRINNOP tool set consists of**
 - **STRINNOP Draft set of Regional Innovation Indicators**
 - **STRINNOP Library of Good Practice Cases**
 - **STRINNOP Facilitator**
self assessment tool to measure the own Regional Innovation Profile
 - **STRINNOP Guide Book**
includes a short description of the STRINNOP step-by-step Approach and a checklist for strengthening the Regional Innovation Profile
 - **STRINNOP Portal with access to all findings and all tools**
www.STRINNOP.net

STRINNOP step-by-step Approach

Break down of the whole process of strengthening the Regional Innovation Profile into single, iterative steps



STRINNOP Draft Set of Regional Innovation Indicators

4.8 → Number of new start-ups in innovation-relevant areas

Definition: → New technology-based firms in relation to total number of companies.

→ The considered sectors include the medium-high and high-technology sectors including chemicals (NACE-29), machinery (NACE-28), office equipment (NACE-30), electrical equipment (NACE-31), telecom equipment (NACE-32), precision instruments (NACE-33), automobiles (NACE-34), and aerospace and other transport (NACE-35) as well as the high-tech service sectors: post and telecommunications (NACE-64); information technology including software development (NACE-72); and R&D services (NACE-73).

Source: → trade register, chamber of commerce

Measurement: → qualitative indicator

Heck: → 0* → 0%
5* → 0%
10* → 0%

Source: → Meaningful data are seldom available. Thus comparable data of the STRINNOP members regions or from other regions are lacking. Thus the ratings of the STRINNOP regions are based on qualitative estimations.

5 → Step 5: Focus on regional strength: clustering and networking

5.1 → Existence of a distinctive regional sector profile: sectors with highest labour force

Definition: → Single sectors may determine the economy of a region heavily due to their size (number of absolute or relative labour force). These main sectors can be a strength or a threat of the whole region – depending on the generated GDP, the growth rate and the future perspective.

→ A distinctive sector profile can be described by:

- Total employment in selected life sciences related industries,
- Average wage in the sector,
- Total number of sector-related patents,
- Contribution to GDP
- Absolute Growth rate and in comparison to the growth rate of the respective sector on national and international level in the regions

→ These distinctive regional main sectors must not necessarily be supported or driven by public authorities

Source: → gathering data from several sources

Measurement: → qualitative indicator

Heck: → 0* → no strong main sector at all, traditional main sector with no future perspective
5* → strong main sector(s) with future perspective
10* → distinctive main sectors are world class

5.2 → Focus on thematic topics

Definition: → Public and/or private initiatives to foster distinctive regional main sectors by networking and clustering.

→ A regional network is a interest group having more or less frequent meetings and events. In general, there is a focus of each network on a specific issues. But the general information exchange is an evident case of a network, too. Networking relates entrepreneurs and scientists together to know people who may be of interest for their business or research activities. This personal contact between the members is one of the great advantages of these networks: personal contact creates trust which is a prerequisite for cooperative innovation projects. Business projects itself are not part of these networks but can be intended outcomes of such networks. Business is done with bilateral projects or within the clusters.

→ A Cluster is a target oriented network of 20 or more regional actors (companies, R&D institutions, public authorities and intermediaries) with strong interlinking communication and cooperation activities. A cluster is designed to increase the actors' own business on the one hand and the regional competitiveness and internal regional growth on the other hand. The critical mass of a cluster cannot be said before hand and depends on the cluster activities and the degree of division of labor.

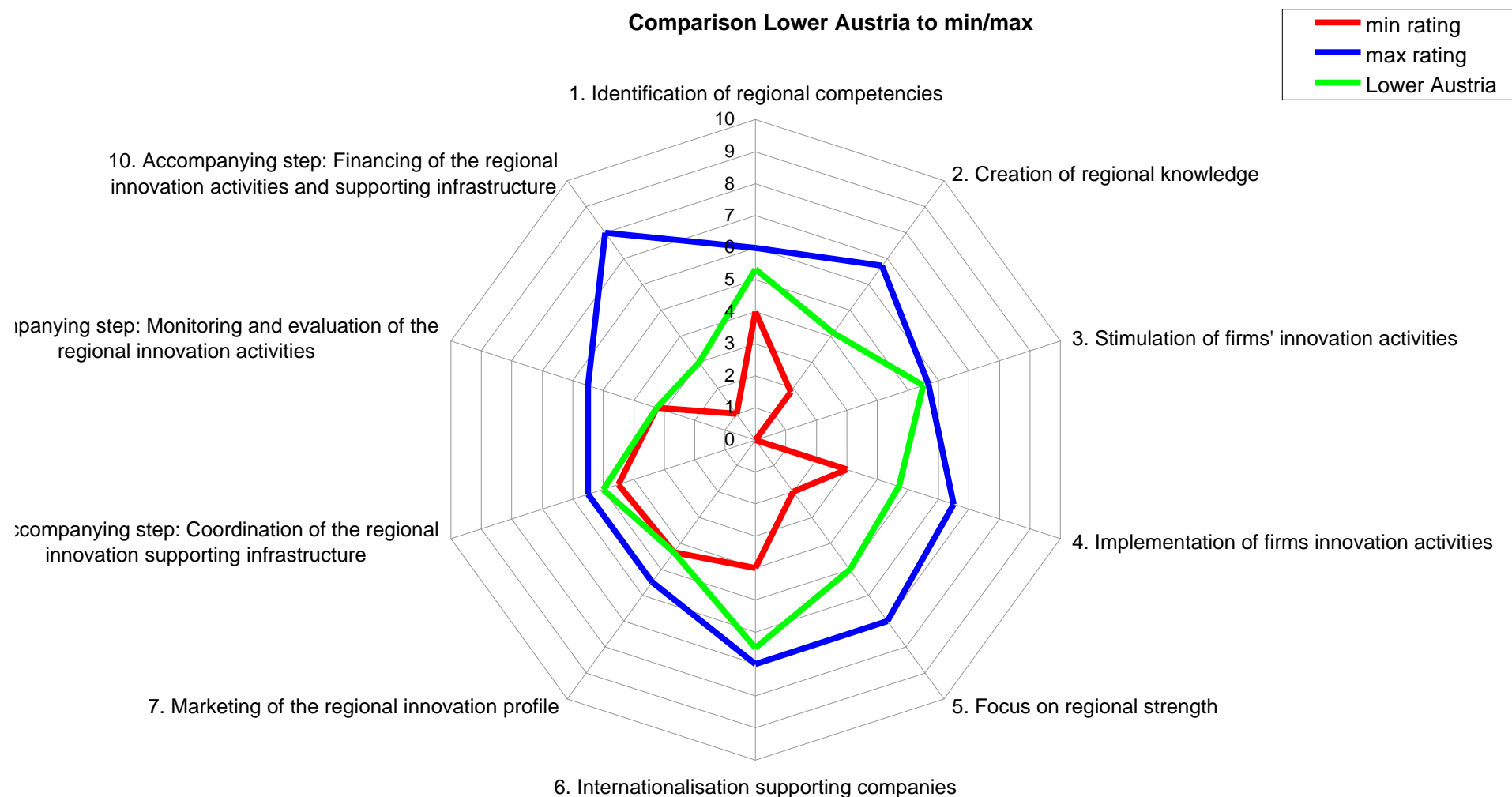
Source: → gathering data from several sources

Measurement: → qualitative indicator

Heck: → 0* → no public initiatives
5* → public support to establish distinctive main sectors with some success (e.g. cluster manager, specialised sector studies, network of firms of the sector including public technology and know-how provider)

STRINNOP Facilitator – Self Assessment of Lower Austria

Comparison Lower Austria to min/max



G U I D E B O O K



How to Strengthen the Regional Innovation Profile - A Pragmatic Approach


Written by the Thematic Network

STRINNOP -

**'Strengthening the Regional
Innovation Profile'**

IPS-2000-1029

STRINNOP Portal: www.STRINNOP.net

Adresse  <http://www.strinnop.net/cwa/start.jsp>

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Strengthening the Regional Innovation Profile

STRINNOP

... supported by the European Commission's
Directorate-General for Enterprise as part of the Innovation Programme



last update: 2003-11-29

Overview over the members of the TWG

- Lower Austria (TWG Coordinator)
- Emilia Romagna
- Bremen
- Thessaly
- Alentejo
- Crete
- Western Sweden

Action lines, milestones and work program of the TWG

- Identification of Good Practice Cases
→ common understanding of “Good Practice”?
- Study visits
- Workshop
- ERIK open Conference
- Work program development for the next 2 years
 - ...
 - ...
 - ...

Main Activities, Open Tasks

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Responsible /
deadline

Satisfaction with the Workshop

What went well...

➤ ...

Even better if ...

➤ ...

**Thank you
for your participation !!**